



DATE: September 24, 2013

AGENDA ITEM # 4

TO: City Council

FROM: Kathy Kleinbaum, Economic Development Manager

SUBJECT: Wayfinding sign construction design

RECOMMENDATION:

Approve a contract with Explore Creative for an amount not to exceed \$25,000 to complete the construction design for the commercial wayfinding sign project

SUMMARY:

Estimated Fiscal Impact:

Amount: \$25,000

Budgeted: Yes; CIP Project CD 01002

Public Hearing Notice: Not applicable

Previous Council Consideration: May 22, 2012; July 24, 2012; January 8, 2013; and June 11, 2013

CEQA Status: Categorically Exempt pursuant to CEQA Section 15273(a)

Attachments: None

BACKGROUND

The City Council reviewed the commercial wayfinding design program and identified specific signs to be approved for the first phase of the project on June 11, 2013. The Capital Improvement Program allocated \$165,000 in FY 2013/14 for the construction design, fabrication and installation of the first phase.

DISCUSSION

The City hired Explore Creative, a Sonoma-based graphic design firm, to develop the schematic design and budget estimate for the sign program. The City plans to continue working with Explore Creative to complete the construction design and to provide assistance with bidding the fabrication and installation of the signs. Specific work to be completed under this contract includes reviewing the final sign design and messages, developing prototypes of the signs to view in the field, finalizing sign placement, developing engineering drawings and specifications to bid fabrication of the signs, and providing assistance to staff during the bid process and construction phase.

The Wayfinding Task Force will be reconvened to review the sign prototypes, messages, and placement of the Phase I signs prior to the start of the construction design.

FISCAL IMPACT

The construction design contract with Explore Creative is for an amount not to exceed \$25,000 which was budgeted as part of the implementation costs for the commercial wayfinding project (CIP Project CD-01002).

PUBLIC CONTACT

Posting of the meeting agenda serves as notice to the general public.